

# ***Paid Parking Study and 2011 Rate Implementation***

***February 8, 2011***

***City Council Transportation Committee***

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# Overview

- Moving towards outcome-based, data-driven process to set rates
- In 2011 rates going down in 11 areas, staying same in 7, and going up in 4
- Committed to ongoing monitoring, data collection
- Estimated potential \$3.5 million 2011 revenue reduction: from \$35.1 million to \$31.6 million

# *Rate-Setting Policy*

- Support business districts by making street parking available and maintaining turnover
- Reduce congestion from vehicles circling for parking
- Set rates to provide an average of 1 to 2 open spaces a block
- Use data-driven process to revise rates



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# SDOT Paid Parking Study

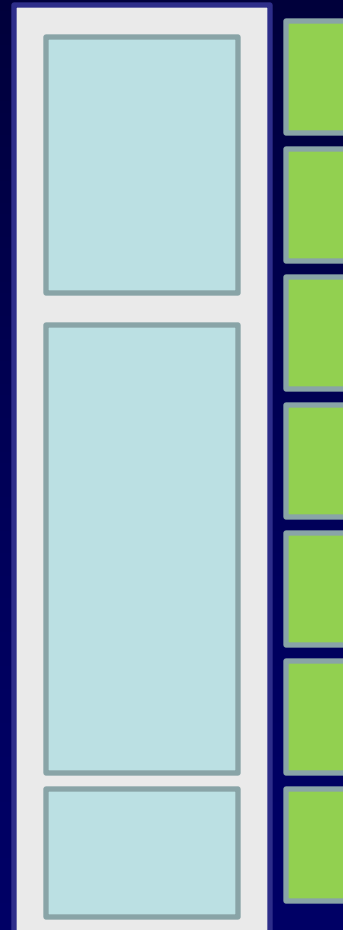
- All areas with paid parking studied
- Snapshot of how paid parking is used
- Some areas had high occupancy, some had low



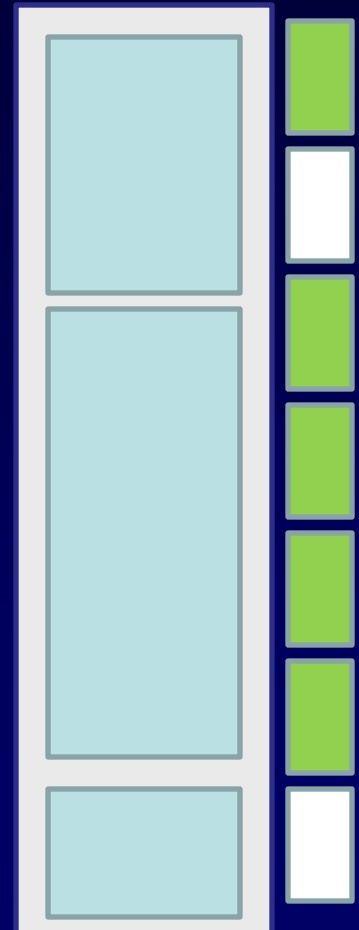
# Rate-Setting Methods

- Cap of \$4 and floor of \$1 with rates set at 50¢ increments
- Account for seasonal fluctuations
- Use peak occupancy
- Target range 71% - 86% = 1 – 2 spaces open

*Avg. 7 Paid  
Spaces 100% full*



*1 – 2 spaces  
open*



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Roosevelt - Hourly Parking Utilization

Seattle Citywide Parking Study  
M:\10\10188 Seattle Citywide Parking\Graphics\GIS\MXD - New\Roosevelt\Figure B.mxd



FIGURE

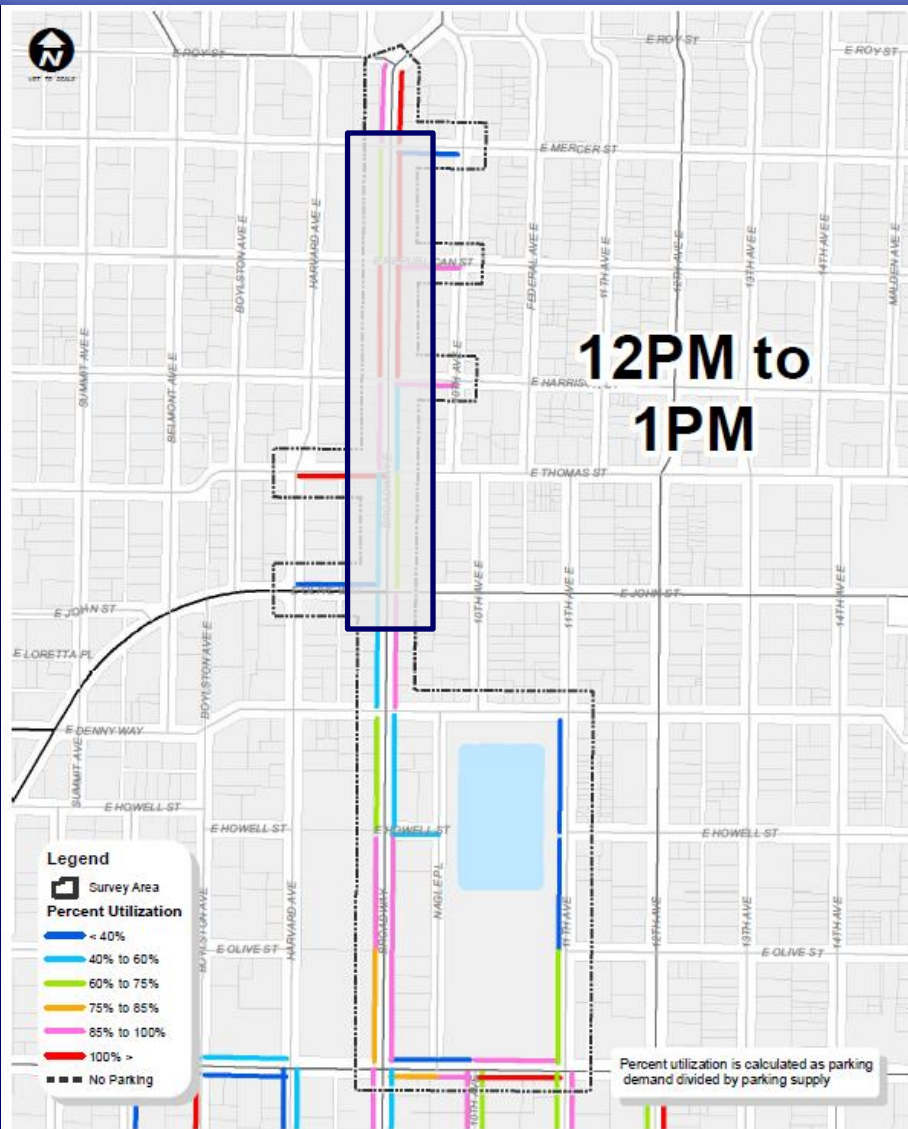
18B

## Example – Roosevelt

Neighborhood peak occupancy: 1 – 2 p.m.	60%
Peak of core adjustment	None - peak spread throughout area
Seasonal adjustment	67%
Compare to target occupancy range of 71% to 86%	Rate lowered



# Example – Capitol Hill



Broadway - Hourly Parking Utilization

FIGURE

4B

Seattle Citywide Parking Study

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Neighborhood-wide  
peak occupancy:  
12 p.m. – 1 p.m.

70%

Peak of core area  
(Broadway between  
Mercer and  
Olive/John Sts.) from  
11 a.m. to 2 p.m.

82%

Seasonal adjustment –  
Add 7%

89%

Compare to target  
occupancy range of  
71% to 86%

Rate  
increases

# 2010 and 2011 Rates

Neighborhood	2010 Hourly Rate	2011 Hourly Rate	Change
Commercial Core	\$2.50	\$4.00	up
First Hill	\$2.00	\$4.00	up
Pioneer Square	\$2.50	\$3.50	up
Capitol Hill	\$2.00	\$3.00	up
Denny Triangle South	\$2.50	\$2.50	same
Chinatown/ International District	\$2.50	\$2.50	same
Pike/Pine	\$2.00	\$2.00	same
12 <sup>th</sup> Ave	\$1.50	\$1.50	same
Cherry Hill	\$1.50	\$1.50	same
Fremont	\$1.50	\$1.50	same
South Lake Union (long-term)	\$1.25	\$1.25	same

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# 2010 and 2011 Rates

<b>Neighborhood</b>	<b>2010 Hourly Rate</b>	<b>2011 Hourly Rate</b>	<b>Change</b>
Belletown North	\$2.50	\$2.00	down
Belletown South	\$2.50	\$2.00	down
Denny Triangle North	\$2.50	\$2.00	down
Ballard	\$2.00	\$1.50	down
South Lake Union (short-term)	\$2.00	\$1.50	down
U-District	\$2.00	\$1.50	down
Uptown	\$2.00	\$1.50	down
Green Lake	\$1.50	\$1.00	down
Roosevelt	\$1.50	\$1.00	down
Westlake	\$1.50	\$1.00	down
Uptown Triangle	\$2.00	\$1.00	down

# *Evening Paid Parking*

Paid hours until 8 p.m.

- Commercial Core
- Belltown North and South
- Capitol Hill
- Chinatown/ International District
- Uptown
- Pike/Pine
- University District
- Pioneer Square



Image via Flickr jp\_zegers

# *Rate Implementation Schedule*

- New daytime rates roll out February – March
- Evening hours roll out April – September

# *Revenue Impacts*

- 2011 Adopted Budget paid parking revenue estimate: \$35.1 million
- Revised 2011 paid parking revenue estimate: \$31.6 million

## ***Moving Forward – Continuous Improvement***

- Repeat citywide parking study this summer to monitor rate change impacts
- Do monthly parking occupancy spot checks, look at pay station data
- Conduct variable pricing feasibility analysis to develop specific proposals for 2012



Los Angeles



*Questions?*

# *Parking As a System – Pioneer Square*

- Many factors affect Pioneer Square parking including AWW construction, game days
- 2011 rate decision was data-driven
- Recognize need to monitor closely; want to be responsive to conditions
- Want to work with businesses to understand parking needs and broader issues
- Phase II of e-Park includes Pioneer Square



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# *Other Issues for Consideration*

- In areas where rates rising, will monitor early, closely for unintended consequences